



GREATER SAN DIEGO ASSOCIATION OF REALTORS®

4845 Ronson Court • San Diego, CA 92111-1803

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The San Diego REALTOR®

THE TRUSTED VOICE OF SAN DIEGO REAL ESTATE

What's Happening at SDAR • November 2012

Host a Drop-Off Center for SDAR's Holiday House

Host a Drop-Off Center:
Contact Susanne at
storre@sdar.com or
(858) 715-8035

Holiday House is in full swing, and the Greater San Diego Association of REALTORS® welcomes your participation. Join the San Diego real estate community's effort to help San Diego's children, military families, homeless, and senior citizens.

SDAR needs numerous local businesses to host collection bins to help gather new toys, clothes, household items, gift cards and non-perishable food. Last year's drive delivered over \$10,000 in donations and gifts to local charities thanks to the community's generous outpouring of support.

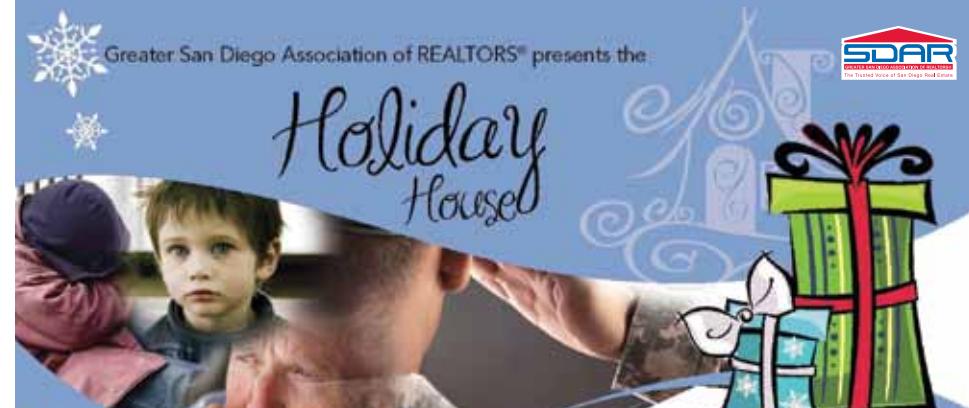
Donations will be accepted at SDAR's Holiday House (location not determined at press time), as well as at all SDAR Service Centers and other drop-off centers throughout the county. To host a collection bin please contact Susanne at storre@sdar.com or call (858) 715-8035.

Items may be donated now through

December 6, and a special Holiday House Celebration will be hosted at the Holiday House on Thursday, December 6. Be sure to mark your calendars and register in advance at www.sdar.com/HolidayHouse.

Here's how you can help:

- Host a drop-off center - SDAR Service Centers and participating centers located throughout San Diego County will be hosting donation bins. Contact Susanne at storre@sdar.com or call (858) 715-8035.
- Become a Holiday House Sponsor
 - View our current sponsorship opportunities at www.sdar.com/HolidayHouse or contact SDAR Sales at sales@sdar.com or (858) 715-8018.
- Become a volunteer - Contact SDAR Events at events@sdar.com.
- Donate - Financial contributions



Thank you to our event sponsors



also will be accepted, and you can direct your contribution to one or more of the participating charities. An online donation form is available at www.sdar.com/HolidayHouse.

- Promote SDAR's Holiday House on your website, in your office, and in

your communications. For promotional materials, e-mail Susanne at storre@sdar.com or call (858) 715-8035.

Further details and the Holiday House location will be announced online when you visit www.sdar.com/HolidayHouse.

Rethinking the Future of Real Estate



SDAR recently conducted a unique workshop titled RETHink, in cooperation with the National Association of REALTORS®, to look to the future of the profession of real estate and REALTOR® associations. Using cutting-edge technology – video, laptops, iPads, Twitter, and texts – the event at the Sheraton

on Harbor Island was a morning filled with collaboration, ideas, and rethinking the housing market and the status quo. It challenged the attendees to recognize and embrace the changes that have affected the roles of agents, brokers, local associations, and the attitudes of buyers and sellers.



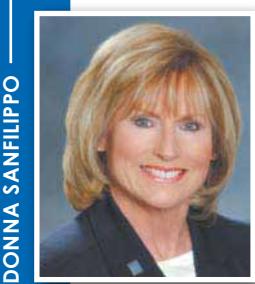
Redesigned SDAR.COM Website to Launch

With a goal of meeting the needs of a tech-savvy membership, SDAR will be launching a contemporarily redesigned SDAR.com website that will include:

- Improved navigation menus
- Additional tools for your business
- Industry information at your fingertips
- A portal for buyers and sellers

PRESIDENT'S PERSPECTIVE

2012 PRESIDENT



As we enter the holiday season I continue to be optimistic. While the lack of inventory remains constant, we are still seeing an increase in median prices of resale homes.

I thank everyone who attended the REThink strategic planning on Friday, October 26. I am excited to look forward to an exciting and productive 2013 and beyond.

We are in full swing of our annual Holiday House charity drive. We are asking for organizations throughout San Diego County to host bins for collecting new unwrapped donations of clothing, toys, non-perishable food, household items and gift cards. This is a turn-key commitment, we will drop off and pick-up the bins. Call Susanne at (858) 715-8035 to make arrangements for your bin to be delivered. Together we can make a difference.

Last year we raised more than \$10,000 in donations of cash, gift cards and new items. We are looking forward to the Holiday House celebration on December 6, where we will gather for food, drinks and mingling. This cel-

bration is an opportunity for you to bring your whole office. You will not only be helping San Diego children, women, military and homeless, but it will also elevate your status in the real estate community. Visit www.sdar.com/holidayhouse to learn more, host a donation bin, or reserve your spot at the celebration.

In October median prices are staying strong, well above a year ago. The median price of single-family homes in San Diego County held at \$400,000, and is more than 12 percent higher than in October 2011. Condos and townhomes saw a small uptick in the median price last month, and is nearly 19 percent higher than last year. In addition, October sales of existing homes swung in the positive direction. Single-family home sales increased almost 10 percent from the previous month, and condos and townhome sales were up more than 6 percent.

I'll be checking in with you next month to keep you informed about the latest news from your association.

Sincerely,

Donna Sanfilippo



SDAR INSTALLATION DINNER AND DANCE SET FOR JANUARY 12, 2013

The 2013 Installation for the Greater San Diego Association of REALTORS® will take place on Saturday, January 12, 2013, at the elegant Sheraton San Diego Hotel & Marina. The evening will recap the accomplishments of the past year and celebrate SDAR's new leadership.

Linda Lee will be installed as SDAR's new president, with the gavel passed from current president Donna Sanfilippo. Also taking the oath will be Leslie Kilpatrick, president-elect; Chris Anderson, vice president; and Glenn Bennett, treasurer. The 10 newly elected directors and the returning directors will also be installed.

For more information and registration and the Installation, and opportunities to sponsor the event, call (858) 715-8000 or visit <http://www.sdar.com/Installation>.



The San Diego REALTOR®

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2012 Officers

Donna Sanfilippo, GRI - President
Linda Lee, CPA, PFS, e-PRO, GRI, RMS - President-Elect
Leslie Kilpatrick - Vice President
Glenn Bennett - Treasurer
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Mark M. Marquez - Immediate Past President
Michael T. Mercurio, Esq. - Chief Executive Officer

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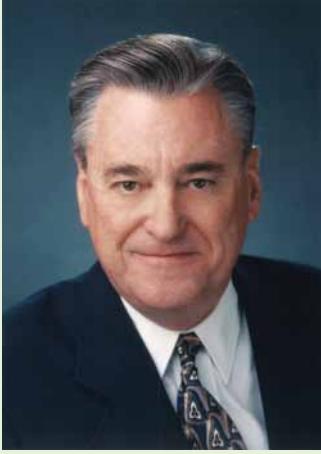
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In Memoriam DAVID PREWETT



Loving husband, father, grandfather, brother, uncle and friend, James David Prewett died on October 15, 2012, from prostate cancer, surrounded by his family and in the comfort of his home. David was born on September 15, 1939 in Fort Payne, Alabama, to the late Elmer S. and Hazel E. Prewett. He attended DeKalb County High School (1957) and graduated with a Bachelor of Arts degree in History from Howard College, now Samford University (1961), in Birmingham, Alabama. He earned a Master's degree in Theology from Southern Baptist Theological Seminary (1964), in Louisville, Kentucky. He went on to serve as a counselor, chaplain, and human relations trainer and consultant. In 1970, David moved to San Diego and served as a minister and family counselor to the San Diego and El Centro communities.

In the mid 1970s, David transitioned from counseling to the business world, entering the commercial real estate field. Additionally, to fulfill his adventurous spirit, he became a Porsche race car driver and metal sculptor. In 1994, he purchased a Century 21 office in Poway and joined the Poway Chamber of Commerce. After selling his Century 21 office in 1997, he opened Pomerado Real Estate Services and focused on commercial real estate and property management. David was a life-time member of the San Diego Association of REALTORS® and California Association of REALTORS®. He was awarded the Designated REALTOR® of the Year Award in 2000 for his service to the San Diego Association of REALTORS®. He served on the Board of Directors for the Poway Chamber of Commerce from 1994 until 2012. He was Chairman of the Board of Directors for the Poway Chamber of Commerce in 2001-2002.

David was beloved by his family – his wife Carole; his son Jase Prewett and his wife, Pamela Prewett of San Diego; her son David Christopher Flesh and his wife, Katherine of San Jose, California; her daughter, Elizabeth Flesh of San Diego; his sister, Janice Clapp and her husband, Norman Clapp of Blairsville, Georgia; David and Carole's six grandchildren: Jagger and Reese Prewett, Michael, Janet, Layna and Nate Flesh.

A memorial service was held on Monday, October 22, 2012 at Good Samaritan Episcopal Church in San Diego. In lieu of flowers, donations may be made in David's memory to San Diego Hospice Foundation, 4311 Third Avenue, San Diego, CA 92103 or you can give online, <https://donate.sdhospice.org/ssl-page.aspx?pid=298>. Additionally, donations may be made in David's memory to Scripps Green Cancer Director's Fund, attn: Michael P. Kosty, MD, FACP, Medical Director, Scripps Green Cancer Center, 10666 N. Torrey Pines Rd. – MS217, La Jolla, CA 92037.

FROM THE DESK OF THE CEO

As we enter the holiday season, the San Diego real estate market continues to show improvement and we remain committed to providing the tools and services that help you, our members, make more money.

This fall we invite you to Discover your GREATNESS at the Greater San Diego Association of REALTORS®. We have been working diligently to develop cutting edge technology, education, member benefits and networking opportunities. These new initiatives include:

- New Website
- REALTOR® Dash
- Google Apps
- Prepaid Professional Development Pass
- Enhanced REALTOR®Plus
- Lead generation and transaction tools

Find information and tools at your fingertips with intuitive navigation and a robust search engine on our new Website, scheduled to launch in December. One of the most exciting feature of the new Website is the exclusive REALTOR® Dash, which provides single sign-on access to the tools you use to complete your

transactions. This state-of-art dashboard allows will streamline your business and allow you to get back to doing what you do best, selling houses. We will be the first association in the nation to provide this cutting edge technology to all members.

Another technology innovation that is available to all our members is Google Apps. This security and reliability of Google replaces the need for servers and carbonite backup, virtually eliminating IT costs. Visit www.sdar.com/google for more information or to sign-up.

We are proud to offer the Prepaid Education Pass. It allow you to purchase your education at a discount and attend classes throughout the year. We have scaled it to four options that allow you to choose the level that fits your education needs. For more information visit www.sdar.com/edpass.

We continuously enhance our upgraded REALTOR®Plus membership to provide the very best in tools and discounts. Visit www.sdar.com/rp to browse the enhanced benefits and discounts. Upgrade before the end of the year for \$49 and receive 15 months of benefits.

Our team is constantly sourcing new lead generation and transaction tools



MICHAEL T. MERCURIO

that streamline your business. Visit www.sdar.com/tools to browse the tools available to all members.

Our annual Holiday House initiative will fill a house with a variety of goods that will be donated to charities benefiting San Diego's community. Visit www.sdar.com/holidayhouse to sign-up or learn more. Mark your calendars for the Holiday House celebration on December 6.

As always, SDAR thanks you for your membership and appreciates the opportunity to be your partner in success.

Sincerely,

Michael Mercurio

BOARD OF DIRECTORS HIGHLIGHTS OF OCTOBER 2012 MINUTES

• President's Report: Donna Sanfilippo reported on the review by NAR of the Bylaw Amendments passed by membership that limited the positions of directors, chairs, vice chairs, as well as SDAR representation at the California and National Association of REALTORS®. As a result, the SDAR Board of Directors unanimously passed a resolution voiding the recent Bylaw Amendments because they were inconsistent with NAR Bylaws.

• President-Elect's and Vice President's Reports: President-Elect Linda Lee and Vice President Leslie Kilpatrick reported on their recent attendance at the C.A.R. Leadership

Symposium. They will also be meeting with staff liaisons in order to determine the 2013 committee chairs and vice chairs.

• Chief Executive Officer's Report: Michael Mercurio presented a report outlining the scope of SDAR's fall marketing program, which includes promoting REALTOR® Dash and the new website, the Google platform, REALTOR®Plus enhancements, education enhancements, and social media promotions.

• Committee Business: Upon recommendation of the Government Affairs Committee, the Board of Directors unanimously supported the

Earthquake Insurance Affordability Act, as long as it continues to receive support from C.A.R. and NAR.

Upon recommendation of the REALTORS® Political Action Committee (RPAC), the Board of Directors unanimously endorsed Laura Lothian and Kristine Alessio for La Mesa City Council; Tony Ambrose and Bill Wells for El Cajon City Council; George Gastil and Lou Melendez for Lemon Grove City Council; Jack Dale for Santee City Council; and Randy Voepel for Santee Mayor.

The Board of Directors also endorsed Jim Miller for Superior Court Judge.

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The screenshot shows the Basfile.com software interface. At the top, there's a navigation bar with links for Home, About, Subscriptions, Log-In, Contact, Welcome James, and Logout. The date is December 20th 2010, 8:00am. On the left, there's a sidebar with categories like Property Info, Lenders Info, Escrow Info, Escrow Info, Title Info, Real Estate Agreement, Inspection Report, and Natural Hazard Disclosures. The main area features a "CLOSED" status for a property listing of a house. Below it, there's a "Client Progress Log" table with entries for various tasks and dates. At the bottom, there's a "WATCH VIDEO DEMO ON WWW.BASFILE.COM" button and a "GO GREEN" logo.

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RECENT SDAR EVENTS

SDG&E SHOWS YPN HOW GOING GREEN CAN PUT GREEN IN YOUR WALLET!

SDG&E rolled out the red carpet for YPN's "Young & Green Mixer" last month. Great food, engaging company, and a hosted bar set the stage for a fun venue where attendees explored cutting edge cost saving green technology at their Energy Innovation Center. The event was held in a life-size energy efficient residential kitchen, and the building itself was a teaching tool demonstrating everything from

innovative gardening to power strips that turn off when you are not home. If you missed the YPN event please feel free to visit the Energy Innovation Center at www.sdge.com/EIC. The next YPN event will be December 6 when YPN joins in as a co-sponsor of this year's Holiday House. To learn more about the Young Professionals network, and attend our next event, go to www.sdarbyn.com.



(Left to Right) Michael Wolf, Andre Kwan, Chris Placencia, and SDG&E Team Brian Freye and Risa Baron.

BUYER WORKSHOP DRAWS A TREMENDOUS AUDIENCE



SDAR's Housing Opportunity Committee (HOC) partnered again with Sen. Joel Anderson last month to host another First-Time Home Buyer Workshop at the California Center for Sustainable Energy in Claremont Mesa. Registration rapidly took off reflecting the market heating up forcing the HOC to change venues to accommodate almost 150 attendees. SDAR President Donna Sanfilippo kicked off the Saturday morning workshop by discussing the impor-

tance of working with REALTORS®. The two hour workshop provided experts to answer questions about choosing the right REALTOR®, the home buying process, credit, and various loan options. The event was hosted with the support of a National Association of REALTORS® Housing Grant and the sponsorship of 5th Avenue Insurance representative Norma Mouet.

For information about the next workshop, contact govaffairs@sdar.com.

OCTOBER REALTOR® APPLICANTS

The following people have applied for membership in the Greater San Diego Association of REALTORS®. Any objections to the admittance should be addressed in writing to the San Diego Association of REALTORS®, P.O. BOX 85586, San Diego, CA, 92186-5586.

DESIGNATED REALTORS®

James Hagey - James S. Hagey
Andrew Piretti - Polo Properties
Kelly Rookus - Kelly Nicole Rookus, Broker
Robert Schraeger - Robert C. Schraeger
Enid Sherman - Enid Investments, Inc.
Duc Trinh - Duc Ly Trinh
Nicole Weil - Nicole Weil

REALTORS®

Aaron Alaniz - Coldwell Banker Royal Realty
Amir Azar - SD Mortgage & Real Estate
Dolly Baterina, Jr. - Real Estate EBroker, Inc.
Kate Bernd - Town & Country Real Estate
Hannan Binder - Century 21 1st Choice Realty
Joshua Brandt - Genesis Realty
Linette Campos Ascent Real Estate, Inc.
Patricia Carroll - Property Management Consultant
Jacquelyn Cartwright - Keller Williams Realty
Martha Castillo - Keller Williams SD Metro
Ronald Chacon - Realty Executives
Tatiana Chibana - Allison James Estates & Homes
Teri Christensen - Creative Real Estate Co.
Erica Cole - Harcourts Pacific Realty
Melissa Costa - JS Real Estate
Carol Cote - Westminster Realty, Inc.
Ginger Courette - Coldwell Banker Residential
Robin Coyle - Realty Experts/J&P Financial
Ryan Cronin - Keller Williams SD Cen. Coastal
Xavier Deguzman - Keller Williams Realty La Jolla
Kelly Dickerson - Redfin Corporation
Lynnechau Dillard Burks - William H. Burks Investments
Vikas Dutta - MySDRealty

Edan Dvora - ZipRealty, Inc.
Gary Dyer - Polo Properties
Natalia Ellingson - Keller Williams SD North Inland
Alexandra Engle - Keller Williams Carmel Valley
Cesar Espino - Keller Williams SD Metro
Coral Feng - Realty Connexion
John Finones - Think Home Team, LLC
Christopher Gabriel - Real Estate EBroker, Inc.
Neda Ghophei - RealtyExperts.net
Deborah Giometti - Prudential CA Realty-Village
Sonja Glass - Keller Williams Realty
Kirk Gregor - Windermere Real Estate So. Cal.
Christoffer Groves - Big Block Realty, Inc.
Michelle Hansen - Utopia Mortgage & Real Estate
Derek Harms - Prudential California Realty
Patrick Hermen - Coldwell Banker Res. Brokerage
Jennifer Hughes - Keller Williams Realty
Charles Huller - Lighthouse Realty
Dung Huynh - Cali-Land, Inc.
Le Huynh - First Rate, Inc.
Michele Hwu - Laturno Kuick Realty
Marta Javier - New Century Realty & Lending
Andrew Johnson - Coldwell Banker Residential
Laura Kelikoa - Ascent Real Estate, Inc.
Royce Kemp - Premiere Properties
Aaron Kendrick - Watson Realty, Inc.
Peggy Khayamian - Pacific Sotheby's Int'l Realty
Farbod Kia - USA Realty and Loans
Yonoh Kim - Weichert, REALTORS® Elite
Melanie Kirkland - Weichert, REALTORS® Elite
Eleni Koutzmbis Salim - Premier Properties & Inv.
Anthony Kram - SD Mortgage & Real Estate
Nedra Lawson - Benjamin T. Ruff
Mario Ledesma - Grand Pacific Realty and Mortgage
Fernando Leos - Prudential California Realty
Dennis Leslie - Apartment Consultants, Inc.
Susannah Levicki - Rancho Buena Vista
Eric Loya - Realty National, Inc.
Jesus Luna - Prudential California Realty
Shems Mansour - Lighthouse Brokerage Group

Karen Markowitz - Hill & Hill Realty, Inc.
Jenna Marten - Prudential California Realty
Anna Martin - 92101 Urban Living
Andrew Mayol - Keller Williams SD Cen. Coastal
Colleen McDade - Michael Stowers
Colin McLarty - Prudential California Realty
Jacob Menath - RE/MAX United
Robert Mendivil - RE/MAX Associates
Anna Mesko - Thaidan Corp.
Christina Miller - Del Coronado Realty
Wayne Miller - Keller Williams SD Metro
Wendolyn - Montroy - Atlantic & Pacific Real Estate
Charlie Mujica - Crabb Realty
Gilson O'Callaghan - Prudential California Realty
Brandon Osborne - Pace Realty
David Pagel - Keller Williams SD North Inland
Don Palmer - Keller Williams SD Metro
Kristen Palomarez - Redfin Corporation
Chad Pastiak - Summit Realty Group
Jack Qashat - Summit Realty Group
Laura Renner - Willis Allen Real Estate
Kenneth Rexrode - Polo Properties
Jose Rivera - Integrity First Realty & Loans
Fernando Rodriguez - Diego Homes Realty Group
Charles Rose - Pacific One Real Estate
Donna Roy - Pacific Shores Real Estate, Inc.
Heather Ryan - Benjamin Rogers Ryan
Laura Salinas - Polo Properties
Andrea Scannell - Prudential California Realty
Gary Shull - LandMaven Real Estate
Alicia Simmons - Prudential California Realty
Gina Smith - Stoneridge Realty
Kelly Steele - Prudential California Realty
James Stengel - Keller Williams Realty La Jolla
Shaun Storm - Jim Kelly Realty
Raydina Swan - Keller Williams Realty
Tom Tan - Gold Medal Realty & Mortgage
Shuk Tang - ProFunding Financial Services
Lisa Taylor - La Jolla Finance Corp.
Nicholas Taylor - Woods Real Estate Services

Tolpingrud Taylor - The Guiltinan Group
Patricia Thompson - Keller Williams SD Metro
Amber Triplett - Woods Real Estate Services
Sandra Trovato - Avanti
Chris Vafiadis - Evergreen Realty San Diego
Sarah Virissimo - Realty Executives
Jennifer Vosacek - Western Hills Real Estate
Lin Wang - Coldwell Banker Residential
Logan Wheeler - Middleton & Associates
Sharon Wildberger - John Reeves
Rommel Wong - Century 21 All Service
Michiko Yokomizo - Person Realty, Inc.

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Abe Assadi - Midcoast Investments
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Bette Curtis - Realty Executives REALTORS®
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Kathy Trolinger
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Randy Nathan
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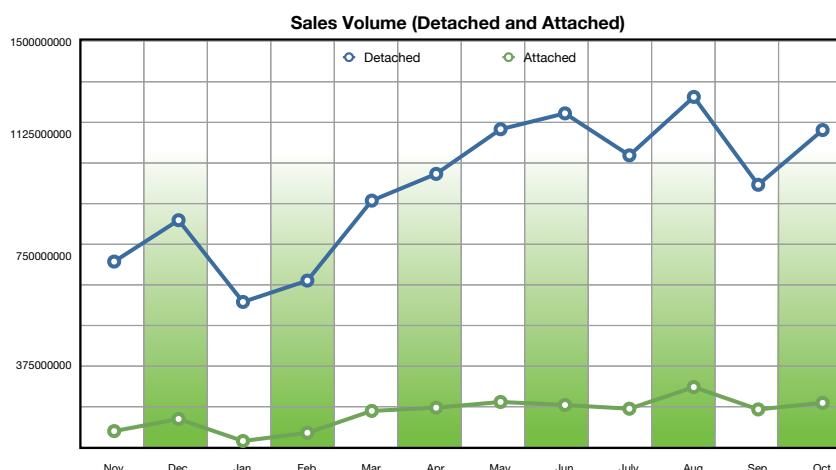
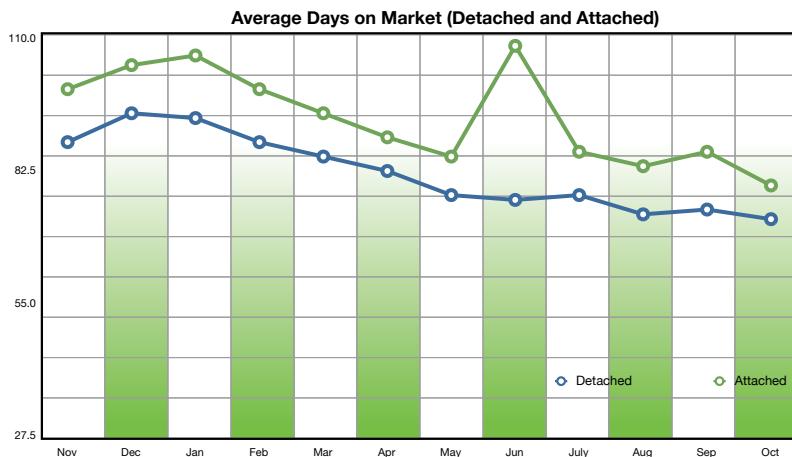
OCTOBER STATISTICS DETACHED HOMES

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
		Mth	YTD	Mth	YTD	Mth	YTD			Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	16	165	107	86	\$449,000	\$390,000	16	142	118	96	\$452,500	\$426,500		
91902	Bonita	14	152	112	92	\$462,500	\$435,000	11	133	56	83	\$425,000	\$430,000		
91905	Boulevard	0	12	0	190	\$0	\$89,500	0	9	0	88	\$0	\$116,000		
91906	Campo	3	59	122	77	\$135,000	\$133,000	7	57	120	82	\$136,000	\$134,330		
91910	Chula Vista	46	375	87	79	\$360,900	\$327,000	35	354	96	81	\$311,000	\$323,500		
91911	Chula Vista	34	389	95	84	\$340,000	\$280,000	34	371	104	94	\$263,750	\$273,000		
91913	Chula Vista	48	457	134	107	\$390,000	\$375,000	44	405	116	104	\$344,500	\$365,000		
91914	Chula Vista	19	226	114	109	\$492,843	\$487,000	15	199	346	108	\$475,000	\$480,000		
91915	Chula Vista	48	412	126	125	\$385,500	\$365,000	23	290	108	102	\$315,000	\$373,500		
91916	Descanso	0	19	0	61	\$0	\$275,000	2	20	32	68	\$247,500	\$231,250		
91917	Dulzura	0	2	0	126	\$0	\$196,000	0	1	0	172	\$0	\$339,000		
91931	Guatay	0	1	0	140	\$0	\$120,000	0	2	0	70	\$0	\$177,500		
91932	Imperial Beach	7	99	146	107	\$292,000	\$295,000	10	61	42	66	\$311,000	\$285,000		
91934	Jacumba	0	8	0	62	\$0	\$78,180	2	14	93	75	\$132,000	\$49,950		
91935	Jamul	5	84	215	120	\$500,000	\$402,500	4	82	61	91	\$400,000	\$422,500		
91941	La Mesa	34	334	65	75	\$350,500	\$410,500	18	229	103	80	\$396,500	\$380,000		
91942	La Mesa	28	252	62	70	\$326,400	\$327,750	27	215	62	73	\$330,000	\$320,000		
91945	Lemon Grove	17	206	66	73	\$285,000	\$252,750	17	156	96	65	\$207,500	\$246,000		
91948	Mount Laguna	0	7	0	318	\$0	\$118,000	1	1	35	35	\$65,000	\$65,000		
91950	National City	18	201	79	83	\$241,500	\$214,500	10	173	97	86	\$221,500	\$215,000		
91962	Pine Valley	4	17	79	80	\$275,000	\$250,000	3	22	55	102	\$327,000	\$275,000		
91963	Potrero	0	5	0	52	\$0	\$193,000	2	6	115	56	\$130,000	\$195,000		
91977	Spring Valley	39	435	67	77	\$285,000	\$262,500	34	459	85	84	\$272,500	\$260,000		
91978	Spring Valley	3	58	73	60	\$365,000	\$328,000	3	58	130	98	\$303,000	\$325,000		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	7	47	154	129	\$470,000	\$557,000	2	37	91	89	\$580,000	\$500,000		
92004	Borrego Springs	3	49	73	105	\$112,300	\$124,800	5	66	75	163	\$76,000	\$149,250		
92007	Cardiff By The Sea	5	51	21	65	\$835,000	\$815,000	4	73	109	67	\$678,750	\$855,000		
92008	Carlsbad	23	179	62	78	\$575,000	\$550,000	9	138	87	90	\$514,000	\$555,000		
92009	Carlsbad	63	500	67	71	\$738,000	\$697,500	31	425	92	76	\$691,500	\$685,000		
92010	Carlsbad	15	109	47	65	\$560,000	\$525,000	10	123	40	73	\$521,500	\$510,000		
92011	Carlsbad	21	249	80	86	\$675,000	\$705,000	12	155	91	68	\$715,000	\$720,000		
92014	Del Mar	14	140	172	117	\$1,257,500	\$1,330,000	11	137	109	102	\$1,140,000	\$1,285,000		
92019	El Cajon	30	298	107	82	\$410,000	\$377,000	26	290	80	85	\$370,000	\$361,650		
92020	El Cajon	28	299	47	66	\$417,450	\$330,000	31	281	75	78	\$390,000	\$312,000		
92021	El Cajon	37	392	75	87	\$285,000	\$290,000	22	285	74	82	\$284,950	\$280,000		
92024	Encinitas	40	384	76	74	\$912,500	\$825,250	25	303	103	72	\$668,000	\$729,000		
92025	Escondido	19	270	67	84	\$463,000	\$345,750	20	227	74	95	\$392,500	\$294,500		
92026	Escondido	44	473	80	86	\$330,000	\$319,000	40	387	106	93	\$290,000	\$321,000		
92027	Escondido	43	489	72	84	\$310,000	\$278,250	34	424	93	84	\$281,150	\$279,000		
92028	Fallbrook	57	513	77	91	\$360,000	\$340,000	23	420	124	95	\$380,100	\$350,250		
92029	Escondido	16	182	75	84	\$582,500	\$507,500	10	121	98	94	\$535,500	\$408,000		
92036	Julian	9	70	85	141	\$155,000	\$222,000	4	47	95	116	\$96,000	\$167,000		
92037	La Jolla	32	287	73	97	\$1,535,000	\$1,310,000	26	229	90	95	\$1,325,000	\$1,339,000		
92040	Lakeside	30	267	70	74	\$294,500	\$315,000	23	249	72	82	\$304,000	\$299,000		
92054	Oceanside	19	224	53	84	\$355,000	\$355,600	17	165	119	92	\$325,000	\$371,000		
92056	Oceanside	37	417	63	83	\$330,000	\$338,000	31	356	69	75	\$330,000	\$335,000		
92057	Oceanside	51	531	73	86	\$350,000	\$343,000	48	411	98	85	\$325,000	\$330,000		
92058	Oceanside	12	125	57	88	\$334,950	\$295,000	16	120	92	84	\$250,200	\$315,000		
92059	Pala	0	0	0	0	\$0	\$0	0	3	0	116	\$0	\$365,000		
92060	Palomar Mountain	0	7	0	148	\$0	\$219,900	1	2	92	107	\$190,000	\$336,250		

OCTOBER STATISTICS ATTACHED HOMES

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
		Mth	YTD	Mth	YTD	Mth	YTD			Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	1	24	218	73	\$129,000	\$111,000	1	24	12	101	\$160,000	\$130,000		
91902	Bonita	4	18	64	62	\$184,500	\$150,000	1	20	395	119	\$108,000	\$128,450		
91905	Boulevard	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91906	Campo	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91910	Chula Vista	13	125	72	92	\$205,000	\$180,000	11	134	141	100	\$173,000	\$174,000		
91911	Chula Vista	10	120	101	96	\$166,250	\$145,000	10	160	116	117	\$138,250	\$140,000		
91913	Chula Vista	24	233	102	124	\$206,250	\$189,900	21	218	133	124	\$199,990	\$194,250		
91914	Chula Vista	5	54	123	127	\$224,000	\$223,500	4	71	60	89	\$207,000	\$225,000		
91915	Chula Vista	14	155	93	118	\$217,500	\$220,000	12	144	170	130	\$219,950	\$227,000		
91916	Descanso	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91917	Dulzura	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91931	Guatay	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91932	Imperial Beach	3	61	108	103	\$118,000	\$139,000	6	69	119	181	\$162,750	\$153,000		
91934	Jacumba	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91935	Jamul	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91941	La Mesa	3	30	7	71	\$158,000	\$147,500	3	24	122	91	\$125,000	\$141,505		
91942	La Mesa	10	131	58	80	\$182,500	\$176,000	7	122	152	118	\$175,000	\$165,000		
91945	Lemon Grove	0	11	0	104	\$0	\$112,000	2	32	224	96	\$115,000	\$107,580		
91948	Mount Laguna	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91950	National City	0	45	0	133	\$0	\$105,150	2	63	24	75	\$186,500	\$130,000		
91962	Pine Valley	0	1	0	13	\$0	\$18,000	0	3	0	60	\$0	\$18,000		
91963	Potrero	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
91977	Spring Valley	4	83	59	116	\$132,500	\$115,000	5	90	95	92	\$202,000	\$129,750		
91978	Spring Valley	1	19	119	104	\$175,000	\$163,000	0	10	0	69	\$0	\$145,500		
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92003	Bonsall	2	24	125	151	\$107,500	\$152,750	3	20	64	94	\$107,500	\$118,300		
92004	Borrego Springs	1	15	210	148	\$45,000	\$75,000	0	10	0	165	\$0	\$97,500		
92007	Cardiff By The Sea	3	46	35	83	\$94,000	\$456,500	3	41	97	69	\$310,000	\$410,000		
92008	Carlsbad	9	95	102	104	\$439,000	\$365,000	2	57	74	88	\$562,500	\$419,900		
92009	Carlsbad	34	249	82	91	\$330,000	\$290,000	12	184	101	92	\$340,500	\$286,750		
92010	Carlsbad	7	80	103	106	\$315,000	\$295,000	3	57	79	68	\$263,000	\$297,000		
92011	Carlsbad	7	82	23	57	\$415,000	\$391,250	7	69	127	88	\$320,000	\$376,000		
92014	Del Mar	6	48	51	83	\$335,000	\$599,000	3	47	95	107	\$674,000	\$570,000		
92019	El Cajon	14	116	71	83	\$193,000	\$175,750	9	112	87	96	\$178,000	\$172,000		
92020	El Cajon	8	106	83	104	\$159,778	\$113,000	6	129	115	82	\$108,500	\$105,000		
92021	El Cajon	13	109	114	93	\$132,000	\$113,000	10	128	90	92	\$104,655	\$105,000		
92024	Encinitas	16	168	97	98	\$412,000	\$342,000	12	146	64	77	\$357,250	\$374,500		
92025	Escondido	4	54	152	83	\$174,000	\$130,625	1	71	98	107	\$143,000	\$128,000		
92026	Escondido	10	89	93	121	\$131,500	\$150,000	9	115	77	88	\$117,000	\$120,000		
92027	Escondido	5	59	166	87	\$102,000	\$105,000	9	78	38	71	\$109,900	\$101,500		
92028	Fallbrook	4	19	39	70	\$240,000	\$188,000	2	17	71	90	\$233,000	\$185,000		
92029	Escondido	2	8	184	137	\$200,000	\$152,500	1	9	169	134	\$180,000	\$172,000		
92036	Julian	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92037	La Jolla	37	270	68	96	\$462,000	\$475,000	26	228	95	102	\$470,000	\$488,500		
92040	Lakeside	6	60	58	85	\$102,250	\$91,000	3	66	59	116	\$92,000	\$93,500		
92054	Oceanside	9	113	99	100	\$389,000	\$300,000	10	102	60	104	\$255,750	\$317,250		
92056	Oceanside	26	269	56	76	\$217,000	\$200,000	21	224	72	83	\$155,000	\$177,990		
92057	Oceanside	24	205	85	91	\$174,750	\$147,000	12	228	137	87	\$156,000	\$145,000		
92058	Oceanside	4	63	79	122	\$153,750	\$156,000	5	99	29	92	\$140,000	\$152,900		
92059	Pala	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92060	Palomar Mountain	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0		
92061	Pauma Valley	0	7	0	60	\$0	\$209,000	0	4	0	155	\$0	\$186,000		

Current Year - 2012								Previous Year - 2011							
Zip Code	Market Area	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		Mth	YTD	SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
Mth	YTD	Mth													



COMPARATIVE SALES - EXISTING HOMES - OCTOBER 2012 SAN DIEGO COUNTY

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume October 2012	\$270,193,351	36,279	7,295	\$1,107,908,168	52,814	16,131
2 Average Sales Price October 2012	\$306,342	15,266	0.847	\$534,963	14,076	5,869
3 Median* Sales Price October 2012	\$246,000	18,550	2,500	\$400,000	12,670	-1,230
4 Sold Listings October 2012	882	18,231	6,393	2,071	33,959	9,693
5 Average Days on Market October 2012	81	-22,857	-7,955	74	-18,681	-2,632
6 Total Sales Volume October 2011	\$198,264,192			\$725,004,452		
7 Average Sales Price October 2011	\$265,770			\$468,955		
8 Median* Sales Price October 2011	\$207,500			\$355,000		
9 Sold Listings October 2011	746			1,546		
10 Average Days on Market October 2011	105			91		

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
11 Total Sales Volume YTD 2012	\$2,618,886,975	10,291		\$10,287,088,086	19,526	
12 Average Sales Price YTD 2012	\$284,260	7,191		\$498,261	2,303	
13 Median* Sales Price YTD 2012	\$225,000	8,690		\$379,000	3,120	N/A
14 Sold Listings YTD 2012	9,213	2,893		20,646	16,835	
15 Average Days on Market YTD 2012	94	-2,083		83	-1,190	
16 Total Sales Volume YTD 2011	\$2,374,516,856			\$8,606,576,607		
17 Average Sales Price YTD 2011	\$265,191			\$487,045		
18 Median* Sales Price YTD 2011	\$207,000			\$367,500		
19 Sold Listings YTD 2011	8,954			17,671		
20 Average Days on Market YTD 2011	96			84		

Copyright 2011 Greater San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy.

*The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

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Meghan Harrington, Escrow Officer
Tashna Waits, Escrow Officer
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Kathy Saint, Escrow Officer
Susan Moser, Escrow Officer
Cindy Gunter, Escrow Officer
Kim Dellsite, Escrow Officer
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HOW TO PREPARE FOR A SUCCESSFUL REAL ESTATE MEDIATION

By Shaun K. Boss

The California Association of REALTORS® (C.A.R.) Residential Purchase Agreement and Joint Escrow Instructions (RPA) is the form that is used in almost all residential real estate transactions in the State of California. It and most other transactional forms for residential and commercial transactions contain a "Mediation Clause," which requires parties to the transaction to mediate any disputes arising under the agreement or in the transaction described in the agreement to go to mediation prior to engaging in any other dispute resolution process.

If a party to the agreement files suit or demands arbitration without first unsuccessfully requesting the other party to mediate the dispute, the filing party may lose his or her right to recover attorneys fees if they prevail in the litigation or arbitration.

Mediation is a CONFIDENTIAL process. What is said at the mediation remains confidential if the mediation is unsuccessful and you go on to another dispute resolution process. The California Evidence Code protects participants in the mediation in order to allow them to speak freely without concern that what they say will "come back to bite them later".

Because of mediation confidentiality it is important to fashion any agreements reached at mediation in an appropriate format. The Settlement Agreement should always be in writing and signed by all parties to be bound. It should recite that the agreement is "binding, admissible, and enforceable."

How to Succeed at Mediation

1. Prepare your case.

Identify what you hope to achieve at mediation. If there are monetary damage claims, prepare a detailed summary of damages, and include estimates, invoices, receipts and cancelled checks. For other claims, bring photographs and reports. Be prepared to present your case in the presence of opposing parties, and to tell them how this dispute has affected your life.

2. Evaluate available alternatives if mediation is unsuccessful.

Define your BATNA (best alternative to a negotiated agreement)? Will it be arbitration or litigation? What will it cost? How long will it take? What is the risk of an unsuccessful outcome? What is your exposure to pay the other parties costs and attorney's fees? What is your risk tolerance?

3. Exchange information with other parties BEFORE mediation.

Use this opportunity to educate your opponent and your opponent's attorney. Provide them with your list of claims and supporting information, including a summary of damages, evidence of your expenses, photographs. Provide a citation to legal authority which supports your position. Provide a summary of the expected testimony of other witnesses and experts.

4. Identify what your opponent hopes to achieve at mediation.

Acknowledge your opponent's valid positions. Do you owe your opponent anything? Is there non-monetary consideration that is "low cost" to you, "high value" to your opponent? Mediation is an "interests based" negotiation. Identify both your interests and objectives and those of your opponent and negotiate accordingly. Listen carefully to your opponent when he or she is outlining their claims, you will learn important information about their concerns and objectives.

5. You and your opponent are the decision makers; mediators facilitate the negotiation.

Remember, the mediator is a neutral third party. Their goal is to find a satisfactory agreement between both parties. Be reasonable in the positions you take. Don't ask for the sun, the moon and the stars. If you do, you will doom the negotiation to failure because it will polarize the negotiation. Start your negotiation in or just outside of "the ballpark."

6. Are there other decision makers that need to be present at mediation?

Make sure everyone who needs to be at the session is available (i.e., spouses, brokers, managers, insurance adjusters). You need ALL decision makers present at the mediation.

7. Are there other parties that need to be participants?

Sometimes it will be necessary to have an industry specialist involved in the mediation (i.e., agents, home inspectors, contractors, etc.). They may attend as "witnesses" and become contributing "participants" to the settlement.

Conclusion

Enjoy the ride. Mediation is a fabulous process, but be patient with it. It takes time for the process to work its magic. Be respectful of your opponents and their representatives. You will be respected in turn. Mediation can be a tremendously creative and collaborative process. There are no bad ideas and it's always okay to think "outside the box". A settlement at mediation can include far broader concessions and agreements than the mere payment on money, which is about the only medium of exchange that can be used by Judges and Arbitrators. I hope that you find your mediation experience enjoyable, satisfying, and successful!

Shaun Boss has provided services in the field of civil law specializing primarily in real estate, estate planning, business and construction law for over 30 years. Website: www.bosslawfirm.com.



ABOUT THE SDAR REAL ESTATE MEDIATION CENTER

For more than 20 years, the Real Estate Mediation Center (REMC) has helped REALTORS® and their clients reach settlement through confidential, convenient, cost-effective process for resolving all types of real estate disputes, including: deposits disputes, commission disputes, non-disclosure, and more. REMC uses the services of highly trained mediators who practice specifically in the real estate field, such as brokers and real estate attorneys. SDAR members and their clients receive a 25% discount on hourly fees. Visit www.realestatemediationcenter.com or call (858) 715-8020.

His San Diego legal firm is an active member of the San Diego County and California State Bar Associations. In addition to litigation services, he is an experienced mediator and arbitrator. Website: www.bosslawfirm.com.

C.A.R. FORMS UPDATE SEMINAR ON NOV. 30

SDAR's Risk Management Committee ensures that our REALTORS® have the tools necessary to reduce their legal risk in this ever-changing market. Attend an upcoming seminar on Friday, November 30, for an update on the C.A.R. Forms Library - over 40 new and revised forms! The "brown-bag" seminar is from 12:00 p.m. to 1:30 p.m. at the Kearny Mesa Service Center. Visit www.sdar.com or contact legal@sdar.com to attend.

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AFFILIATE SPOTLIGHT

REDUCE POST-SALE EXPENSES WITH BUYERS PROTECTION GROUP HOME WARRANTY

Buyers Protection Group has been providing home warranties since 1987 and is a member of the National Home Service Contract Association. They offer two distinct and valuable products: BPG Home Warranty and CRES Home Warranty for condos, single-family residences and multi-units.

As a National Home Warranty Company, BPG understands the importance of building and nurturing relationships so they give their San Diego County Account Manager, Autumn Millhouse, the confidence and free-

dom to make local decisions. "I know they have the financial strength and integrity to stand behind my work," Autumn explains. "One distinct difference that sets us apart and makes us a confident leader in the home warranty industry is our Trade Call Fee Guarantee and Simple Choices for Comprehensive Coverage."

Autumn, who recently joined BPG, has been working as a real estate affiliate since 2003. Her years of professional experience have given her an edge when dealing with sticky service

issues or frustrated homeowners – always with the goal of making her loyal real estate agents look like superstars to their clients. Besides providing exceptional customer service, Autumn is passionate about educating agents about home warranty coverage and how it can actually benefit agents from paying out-of-pocket post sale expenses and provide a valuable service for new homeowners. When she's not servicing San Diego Real Estate offices, she's giving lunch-and-learns, sponsoring marketing meetings and meeting one-on-one with agents to

answer questions and explain warranty options.



Autumn Millhouse

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SDAR Education Schedule

LEGEND: KEARNY MESA SOUTH COUNTY EAST COUNTY DEL MAR CORONADO

Classes subject to change or cancellation.

Check www.sdar.com for current information.

R-Plus = REALTOR® Plus+ price

RMS = Risk Management Specialist price

NOV	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
19	Make Smarter Real Estate Decisions (Day 1)	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
20	Make Smarter Real Estate Decisions (Day 2)	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
27	Accessing Google E-mail Via the Web	9:00 am – 10:00 am	\$10	\$10	\$10	\$15	NA	Randy Jones
27	Accessing Outlook E-mail Via Google	10:30 am – 11:30 am	\$10	\$10	\$10	\$15	NA	Randy Jones
29	Social Media for REALTORS®	9:00 am – 1:00 pm	\$17	\$20	\$20	\$35	NA	Jeff Dowler
DEC	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
3	Make Smarter Real Estate Decisions (Day 3)	1:30 pm – 4:30 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
4	Free MLS Tempo Training	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
5	NAR Ethics: Your Four-Year Requirement	9:00 am – 1:00 pm	\$20	Free	\$20	\$35	4 ET	Michael Spilger, Esq.
6	Understanding Permits & Building Codes	9:00 am – 12:00 pm	\$22	\$24.65	\$29	\$39	NA	Jonathan Schneeweiss, JD
6	Google Drives and Documents	9:00 am – 10:30 am	\$10	\$10	\$10	\$15	NA	Randy Jones
6	Google Website and Webpage Creation	11:00 am – 12:30 pm	\$10	\$10	\$10	\$15	NA	Randy Jones
7	V.A. Pro Designation Course	8:30 am – 5:00 pm	\$349	\$349	\$349	\$379	NA	Ken & Karen Bates
7	Buyer Fundamental Transaction Modules	1:00 pm – 4:00 pm	\$29.75	\$35	\$35	\$50	NA	Keven Burke, JD / Randy Jones
11	Free MLS Fusion Training	9:15 am – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
11	Google Apps Training	12:00 pm – 3:00 pm	Free	\$10	\$10	\$20	NA	Kevin Burke, JD
12	Google Calendars: Buyer or Seller Transaction	9:00 am – 10:00 am	\$10	\$10	\$10	\$15	NA	Randy Jones
12	Google Calendars: Office/Team/High-Producing Agent	10:30 am – 11:30 am	\$10	\$10	\$10	\$15	NA	Randy Jones
12	Google Calendars: Community or Farming	12:00 pm – 1:00 pm	\$10	\$10	\$10	\$15	NA	Randy Jones
13	REALTORS® Property Resource	9:00 am – 11:00am	Free	Free	\$10	\$20	NA	Kevin Burke, JD
13	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund

For easy registration and more information, visit www.sdar.com or call (858) 715-8040



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DECEMBER 2012 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
						1	
2 New Member Orientation 8:30 am - 3:30 pm (Kearny Mesa) Make Smarter Real Estate Decisions (Day 3) 1:30 pm-4:30 pm (Kearny Mesa)	3 REIE Exchangers 8:30 am-11:00 am (Kearny Mesa) Free MLS Tempo Training 9:15 am-4:30 pm (Kearny Mesa) Sellers Financing 12:00 pm-1:30 pm (Kearny Mesa)	4 NAR Ethics Training 9:00m-1:00 pm (Kearny Mesa)	5 Google Drives, Docs & Websites 9:00 am-12:30 pm (East County) Business of Your Business (PMN) 9:00 am-4:30 pm (Kearny Mesa) Permits & Building Codes 9:00 am-12:00 pm (Kearny Mesa) Holiday House Celebration 5:00 pm-8:00 pm (TBA)	6 V.A. Pro Designation Course 8:30 am-5:00 pm (Kearny Mesa) Buyer - Fundamental Transaction Modules 1:00 pm-4:00 pm (Kearny Mesa)	7 One-Day Prep Course 8:30 am-5:00 pm (Kearny Mesa)	8	
9	10 REIE Exchangers 8:30 am-11:00 am (Kearny Mesa) Free MLS Fusion Training 9:15 am-4:30 pm (Kearny Mesa) Google Apps Training 12:00 pm-3:00 pm (Kearny Mesa)	11 Google Calendars 9:00 am-1:00 pm (Kearny Mesa)	12 zipForm® Hands-On Lab 9:00 am-12:00 pm (South County) REALTORS® Property Resource 9:00 am-11:00 am (East County)	13 zipForm® Hands-On Lab 9:00 am-12:00 pm (Kearny Mesa)	14	15	
16 Google Boot Camp 9:00 am-4:00 pm (Kearny Mesa)	17 REIE Exchangers 8:30 am-11:00 am (Kearny Mesa)	18	19	20	21	22	
23 SDAR Closed	24 SDAR Closed	25	26	27	28	29	
30 SDAR Closed	31						

All classes/events subject to change or cancellation.



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